

KLAS

Estimate: 1780 Flight Dates: 09/18/12 - 09/23/12

37266

issue

08864494

Original Date / Rev: 09/13/12 / 09/13/12

Order Type: **GENERAL** Primary AE:

Sales Office:

Sales Region:

Mike Jones K-WAS National

Agency Name: Great American Media

Buying Contact:

Billing Contact:

Order / Rev:

Alt Order #:

Product Desc:

1010 Wisconsin Avenue NW Washington, DC 20007

Billing Type: Cash

Billing Calendar:

Billing Cycle:

Agency Commission:

Broadcast

EOM/EOC 15%

Advertiser

Orders

Name:

DSCC

Demographic:

A35+

Product Codes:

Revenue Codes:

Priority:

PO4

LV1 AGY, POL, ISS New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
08/27/12	09/22/12	23	\$44,800.00	\$38,080.00		

Totals									
Month	# Spots	Gross Amount	Net Amount	Rating					
September 2012	23	\$44,800.00	\$38,080.00	0.00					
Totals	23	\$44,800.00	\$38,080.00	0.00					

00:10:00

Account Executives

Account Executive	Sales Office	Sales Region Start Date / End Date		Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total		
KLAS	30%	\$44,800.00		
Market	100%	\$149,333.33		

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$37,333.33		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$7,466.67		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	09/18/12	09/21/12	8 News Now 6a M 8 News Now 6a M		6-7a	-TWTF	:30	1	\$1,400.00LV1	0.00 NM	1	\$1,400.00
	8 NEV	VS NOW AT	Г6A										
	St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	leek: 09	9/17/12	09/23/12	-TWTF	1	\$1,400.00	0.00						
E 2	8	09/18/12	09/21/12	CBS This Morning		7-9a	-TWTF	:30	2	\$1,200.00LV1	0.00 NM	2	\$2,400.00

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KLAS

Order / Rev: 37266

Advertiser:

DSCC

Alt Order #: Flight Dates:

08864494 09/18/12 - 09/23/12 Product Desc:

issue

Estimate:

1780

Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount **CBS THIS MORNING** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 -TWTF--2 \$1,200.00 0.00 8 09/18/12 09/21/12 8 News Now Noon M-F CM 12-1230p -TWTF--:30 2 \$1,000.00LV1 0.00 NM 2 \$2,000.00 8 News Now Noon M-F **8 NEWS NOW AT NOON** Spots/Week Start Date **End Date** Weekdays Rate Rating -TWTF--Week: 09/17/12 09/23/12 2 \$1,000.00 0.00 09/18/12 09/21/12 Ellen 3-4p 3 \$1,600.00LV1 -TWTF--:30 E 5 8 CM 0.00 NM 3 \$4,800.00 Ellen **ELLEN** Spots/Week Start Date **End Date** Weekdays Rating Rate Week: 09/17/12 09/23/12 -TWTF--3 \$1,600.00 0.00 :30 3 \$1,600.00LV1 0.00 NM E 6 8 09/18/12 09/21/12 8 News Now 4p M-F CM 4-5p -TWTF--3 \$4,800.00 8 News Now 4p M-F 8 NEWS NOW AT 4PM & 430PM Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 -TWTF--3 \$1,600.00 0.00 \$2,500.00 :30 1 \$2,500.00LV1 0.00 NM 09/22/12 09/22/12 8 News Now Sat 5-7p CM 5-7p -----1 8 News Now Sat 5-7p 8 NEWS NOW AT 5PM-SUN Start Date End Date Spots/Week Rating **Weekdays** Rate Week: 09/17/12 09/23/12 ----s-\$2,500.00 0.0009/18/12 09/21/12 7-8p Rotator CM :30 1 \$3,000.00LV1 0.00 NM \$3,000.00 7-8p -TWTF--7-8p Rotator **ET/INSIDER** Weekdays Start Date **End Date** Spots/Week Rate Rating -TWTF--\$3,000.00 0.00 Week: 09/17/12 09/23/12 09/18/12 09/21/12 8 News Now 11p M-F -TWTF--:30 1 \$2,500.00LV1 0.00 NM \$2,500.00 E 11 11-1135p 1 8 News Now 11p M-F **8 NEWS NOW AT 11PM** Spots/Week Weekdays Rating Start Date End Date Rate -TWTF--\$2,500.00 0.00 Week: 09/17/12 09/23/12 09/18/12 09/21/12 Craig Ferguson CM 1237a-137a -TWTF--:30 \$450.00LV1 0.00 NM 2 \$900.00 (12:37 XM-1:37 XM) Craig Ferguson LATE LATE SHOW Weekdays Spots/Week Rate Rating -TWTF--0.00 Week: 09/17/12 09/23/12 \$450.00 Tue 9-10p 0.00 NM 09/18/12 09/18/12 :30 1\$18,000.00LV1 \$18,000.00 N 13 8 CM 9-10p -T----NCIS: LA **Weekdays** Start Date **End Date** Spots/Week Rate Rating 1\$18,000.00 Week: 09/17/12 09/23/12 0.00 Ch Date Range **Description** Start/End Time **Weekdays** Length Rate Rtg Type **Spot** 8 09/17/12-09/23/12 Tue 9-10p 9-10p -T-----:30\$18,000.00) 0.00 NM See MG 13.2 [due to NCIS Season Finale] (9:00 PM-10:00 I-T-----:30\$18,000.00 0.00 NM 8 09/18/12-09/18/12 Tue Prime Special 9-11p MG for 13.1 09/18 09/22/12 09/22/12 ACC Football CM 930a-12n ----5-:30 2 \$1,000.00LV1 2 \$2,000.00 N 14 0.00 NM ACC Football Start Date **End Date** Weekdays Spots/Week Rate Rating ----S-2 \$1,000.00 Week: 09/17/12 09/23/12 0.00 09/18/12 09/23/12 8 News Now 4-5a CM 4-5a -TWTF--:30 \$125.00LV1 0.00 NM \$500.00 N 15 8 News Now 4-5a Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 -TWTF--\$125.00 0.00 Totals 23 \$44,800.00